

**CONVENTION CENTER
MARKETING ASSISTANT**

Class Definition

Under direction, assists in the marketing, advertising and promotional activities of the Convention Center.

Distinguishing Characteristics

This paraprofessional technical class serves as the preliminary contact with individuals interested in utilizing marketing and promotional services to advertise their product or services, promote their event or otherwise participate in promotional activities of a department. This class differs from the classification of Convention Center Marketing Coordinator in that the latter is the section head responsible for planning, organizing and directing the activities of a Marketing/Promotions section. An incumbent may be required to work a variety of shifts, holidays and weekends.

Typical Tasks

(This list is neither inclusive nor exclusive. Consequently, this information may not reflect Essential Functions for this class.)

Assists with facility promotion and community contact activities such as advertising and promoting of events for clients and facility users.

Performs complex data collection, tabulation and reporting operations to assist with market research.

Within established guidelines, assists the Marketing Coordinator with follow-up on sales leads, meeting with promoters to determine specifics of in-house promotional activities.

Prepares correspondence, advertising contracts and other documents utilizing word processing as directed.

Develops graphic materials for presentations and media use such as brochures, posters and other promotional/advertising materials.

Coordinates, communicates and facilitates marketing/promotional efforts as directed with other Department sections, including the Box Office, contract concessionaire, event staff and other City personnel.

Performs related duties as required.

Knowledge, Abilities, and Skills

Knowledge of sales and marketing techniques.

Knowledge of public relations practices and procedures.

Ability to utilize a variety of personal business software applications to prepare and present clear, concise records, reports, correspondence, and other written materials.

Ability to conduct market research campaigns and tabulate results.

Ability to make clear and persuasive oral presentations.

Ability to work independently, exercising initiative and sound judgement.

Ability to establish and maintain effective working relationships with those contacted during the course of business.

Minimum Qualifications

Completion of twelve semester units of accredited college or university course work in public relations, marketing, advertising, mass communications or a closely related field; and the equivalent of six months of marketing, promotions, public relations, or advertising experience. One additional year of experience, or the equivalent, may be substituted for the required education.

Necessary Special Requirement

Possession of a valid California Driver's License may be required at time of appointment.

APPROVED: _____
Director

DATE: _____